

WHAT IS CLAIMED IS:

1 1. A system for event tracking across plural contact mediums, the events
2 associated with the providing of product information to product users, the system
3 comprising:
4 an event log module operable to accept one or more event logs from each of
5 the plural contact mediums, each event log having plural contact
6 sessions, each contact session having one or more time-stamped user
7 interactions, each interaction with a labeled reference, each labeled
8 reference providing information about the product;
9 an event modeling engine interfaced with the event log module and operable
10 to compile the event logs as a directed graph having a node for each
11 labeled reference, the nodes interconnected by edges derived from the
12 time stamps to order nodes according to a temporal relationship of
13 customer interactions in a contact session through one or more of the
14 contact mediums; and
15 an event tracking graphical user interface interfaced with the event modeling
16 engine and operable to display the directed graph.

1 2. The system of Claim 1 wherein one or more contact sessions comprise
2 contacts through both a self-support module associated with the product and a
3 telephone conversation.

1 3. The system of Claim 1 wherein one or more contact sessions comprise
2 contacts through both a web-based support module associated with the product and a
3 telephone conversation.

1 4. The system of Claim 1 wherein the product comprises an information
2 handling system.

1 5. The system of Claim 1 wherein the event tracking graphical user
2 interface is further operable to highlight predetermined paths from a first contact
3 medium to a second contact medium.

1 6. The system of Claim 5 wherein the second contact medium comprises
2 a telephone conversation.

1 7. The system of Claim 6 wherein the predetermined edges are
2 highlighted according to the relative volume of contacts associated with the edges.

1 8. The system of Claim 1 wherein the contacts comprise user inquires for
2 troubleshooting support associated with an information handling system product.

1 9. The system of Claim 1 further comprising a path inflow engine
2 interfaced with the event tracking graphical user interface and operable to display
3 edges associated with contact sessions that have a user interaction from nodes of the
4 directed graph into a selected node.

1 10. The system of Claim 1 further comprising a path outflow engine
2 interfaced with the event tracking graphical user interface and operable to display
3 edges associated with contact sessions that have a user interaction from a selected
4 node out to nodes of the directed graph.

1 11. A method for event tracking across plural contact mediums, the events
2 associated with the providing of product information to product users, the method
3 comprising:
4 logging product user interactions through the contact mediums by product user
5 identifications, product information labeled references and time
6 stamps;
7 identifying contact sessions of product users, each contact session having one
8 or more product information labeled references associated with a
9 product user identification within a predetermined time;
10 compiling the contact sessions as a directed graph having a node associated
11 with each product information labeled reference, the nodes
12 interconnected by edges, each edge associated with a user interaction

13 at two nodes within the predetermined time, the edges defining a path
 14 between nodes for each contact session; and
 15 presenting a visualization of the contact sessions that highlights edges having
 16 a predetermined characteristic.

1 12. The method of Claim 11 wherein logging product user interactions
 2 further comprises:
 3 logging product user interactions through a telephone conversation with an
 4 agent, the product information labeled references comprising agent
 5 script references; and
 6 logging product user interactions through a self-help module, the product
 7 information labeled references comprising self-help navigation
 8 references.

1 13. The method of Claim 12 wherein the self-help navigation references
 2 comprise web page references of a web-based self-help module.

1 14. The method of Claim 12 wherein the self-help navigation references
 2 comprise display page references of a self-help module loaded on the product.

1 15. The method of Claim 12 wherein the product comprises an information
 2 handling system.

1 16. The method of Claim 12 wherein the predetermined characteristic
 2 comprises a contact session having a path from a node associated with a self-help
 3 navigation reference to a node associated with an agent script reference.

1 17. The method of Claim 12 wherein the predetermined characteristic
 2 comprises a predetermined number of outflow paths from one or more nodes.

1 18. The method of Claim 12 wherein the predetermined characteristics
 2 comprise a predetermined volume of user interactions associated with a contact
 3 session path.

1 19. The method of Claim 11 further comprising:
2 identifying one or more nodes associated with an edge having the
3 predetermined characteristic; and
4 altering the information associated with a product information labeled
5 reference of the identified node to impact user interactions associated
6 with generation of the predetermined characteristic.

1 20. The method of Claim 19 wherein the predetermined characteristic
2 comprises a transition by a product user from interaction through a first contact
3 medium to interaction through a second contact medium.